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TO: James Taylor

DATE: November 8, 1993

FROM: Karen Ando 44

SUBJ: "Union Made" Qualitative Research

In late October, prototype Marlboro packs with a "Union Made" claim were exposed to Marlboro and Competitive smokers during 7 focus groups held in Englewood, NJ and Chicago, IL.

Attached is the moderators report of qualitative reactions to the union made claim.

Key Findings:

There appears to be little added value to a union made claim.

- Actual union members received the label favorably, but it would not motivate competitive smokers to switch brands.
- While non-union smokers found the claim to be unmotivating, Management level smokers were slightly alienated by the claim.
- Many respondents reported that "Made in the U.S.A." would be a much more agreeable claim.

cc: D. Ball
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